Name: Leema Rose K

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1.Overview of Project:

This sales dashboard was created to analyze the sales performance of Zara company, by using Microsoft Excel, Power bi, chatgpt, etc. The goal was to identify the KPI (Key Performance Indicators)

For business business decision making.

2.Dataset Details:

File name: zara\_sales. xlsx

Columns include:

* Qty sold, Refion, product category, profit, sales, revenue etc.

3.Dashboard Features:

* Cards: show total sales, total quantity, total profit
* Bar chart: sales by product category
* Pie chart: sales Distribution by region
* Slicers: filter by region, category, date

4. Interpretation:

* Top Performing Category:

In the zara company sales we can infer that the category of male clothes sold more than female

Category. This shows the the strongest relationship between the preference of men and female.

The Qty of men clothes sold (6.61k) and revenue (396.20k) Net profit (118.86k)

And the profit margin (65.10).

The female category of Qty sold (1.66k) revenue(63.37k) Net profit(19.01k) and profit

Margin (10.20k).

In this summary we can see that the profit from the male clothes is 5x more than the

Female clothes. So we conclude that we have to purchase more male category clothes than female category clothes to increase the sales of products.